

AMPLIFON RENEWS ITS PARTNERSHIP WITH ALLA SCALA THEATER IN MILAN

The company is a partner in the "Invito alla Scala" project, which promotes access to theater performances for students and senior citizens: in three years, almost 50,000 people have been involved

Milan, February 17, 2026 – **Amplifon**, the world leader in hearing care services and solutions, has renewed its partnership with **alla Scala Theater in Milan** for the third consecutive year.

The company will continue to support the midweek concert and ballet program of the "**Invito alla Scala**" project, which is reserved for students and seniors, granting them favorable access to the theater. This edition of the program aims to involve over 20,000 people, including schoolchildren, adults, and seniors. Since 2024, the collaboration has already reached around 50,000 participants.

"Our renewed partnership with alla Scala Theatre brings together two Italian excellences in business and culture and is part of Amplifon's commitment to promoting responsible listening and hearing prevention at all ages. We are delighted that our support for the Invito alla Scala project will make the theater's performances increasingly accessible to many young people and seniors," comments **Susan Carol Holland, Amplifon's Chairperson**.

The renewal of the partnership is part of Amplifon's broader commitment to promoting the link between music, listening, and hearing health. The initiative is part of the "**Listen Responsibly**" communication project, which is specifically dedicated to raising awareness among young people about the importance of **responsible listening** and **hearing prevention** at all ages. *Listen Responsibly* is one of the initiatives linked to Amplifon's Sustainability Plan, which, among its objectives for 2028, aims to involve at least **10 million under-35s** in global activities to raise awareness of hearing prevention.

According to the World Health Organization, approximately 1 billion young people under the age of 35 worldwide are at risk of early hearing loss due to noise pollution and poor listening practices.

About Amplifon

Amplifon, the global leader in the retail hearing care market, makes it possible to rediscover all the emotions of sound. All of Amplifon's more than 20,000 employees worldwide are committed every day to understanding the unique needs of each customer, offering exclusive, innovative, and highly personalized products and services to ensure the best solution and an extraordinary experience for everyone. The Group, with annual revenues of €2.4 billion, operates through a network of more than 10,000 specialized centers in 26 countries and 5 continents. For more information about the Group: <https://corporate.amplifon.com>

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